

# Around the Services

Compiled by SSG John Valceanu



The 599th Trans. Group teamed up with the Military Sealift Command and 25th Inf. Div. to load the USNS Seay.

## Transportation Unit Loads Navy Ship

### Schofield Barracks, Hawaii

— The 599th Transportation Group teamed up with the Fleet and Industrial Supply Center (FISC) Pearl Harbor, the Military Sealift Command and the 25th Infantry Division to load more than 1,200 pieces of division equipment onto the USNS Seay in early September.

The Seay, one of the newest ships in the MSC fleet, made her maiden voyage from Baltimore to Pearl Harbor to take on more than 12 million pounds of cargo for the 25th ID's rotations to the National Training Center and the Joint Readiness Training Center.

"This was an excellent training and teamwork opportunity for us," said COL John H. Bordwell Jr., the 599th's commander. "The 599th doesn't normally have the port operation and documentation mission in Hawaii, so we were very happy that FISC afforded us this great training for our transporters."

To maximize training benefits, the 599th brought in a marine cargo specialist from each of its three Far East transportation battalions and treated the mission like a normal de-

ployment for training purposes. — Joseph Bonfiglio, 599th Trans. Grp. Public Affairs Office

## Services Target Hispanics

**Washington** — As America becomes more diverse, the military services are working hard to keep pace and offer opportunities for everyone. This is particularly true with efforts to increase the number of Hispanic recruits. The Army, for instance, added more than \$10 million to its recruiting budget this year for advertising aimed at Hispanic audiences,

said MAJ Kathleen Johnson, chief of the Army Recruiting Command's Local Advertising and Promotions Division at Fort Knox, Ky.

All the services are targeting advertising on markets with high Hispanic populations. They're running ads in Spanish and English in publications with high Hispanic readership, and running ads on major Spanish-language television networks in the United States and Puerto Rico. Military recruiting representatives noted the Spanish-language ads aren't necessarily targeting the potential recruits, most of whom have fine English skills. Rather, they're intended for family members and educators who influence young peoples' decisions to join a military service.

"We're more likely to encounter 'influencers' — parents, coaches, educators — who communicate predominantly in Spanish," said Master Sgt. Tom Clements, a spokesman for the Air Force Recruiting Service at Randolph Air Force Base, Texas.

"Annual surveys of our basic trainees say the vast majority of our recruits still discuss their options with family members," he added, highlighting the importance of reaching both the "influencers" and potential recruits. — SSG Kathleen T. Rhem, American Forces Press Service



## Joint Guard Unit Activates

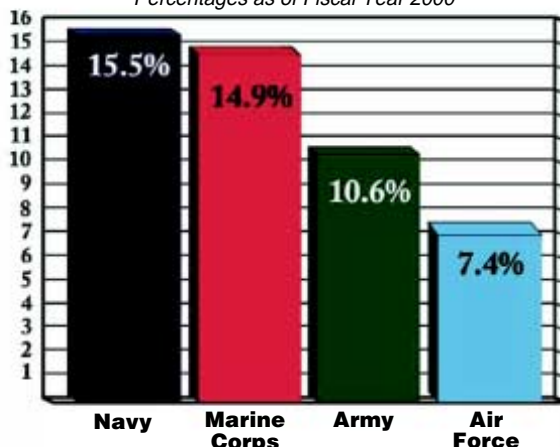
**Norfolk, Va.** — The National Guard began to fold into U.S. Joint Forces Command this fall, in keeping with the secretary of defense's vision to fully integrate the armed forces to support future national security and military strategies.

The first-ever Joint National Guard Augmentation Unit was activated Oct. 1 at USJFCOM's headquarters in Norfolk, Va. The initial force of 50 is composed of 40 Army and 10 Air National Guard members from Virginia and North Carolina.

The unit merged into the USJFCOM Joint Reserve Unit, bringing the command's knowledge base of total-force integration to a substantially higher level. Current requirements call for the bulk of the Guard members to be assigned to Joint Experimentation, Joint Training and Joint Task Force-Civil Support.

"About 80 percent of the Guard members have served on active duty. Add to that the skills they've developed as civilians, and there is a well of experience to be drawn from," said Col. David Hatley, the North Carolina Air Guard's air commander. — SSG Norinda Rodney, Joint Forces Command PAO

**U.S. Military Service Recruits of Hispanic Descent**  
Percentages as of Fiscal Year 2000



About 11.7 percent of the American population is of Hispanic descent